

Campaign Brief

The Campaign Brief WA website is the must visit site for all the latest in news, views and new campaigns relevant to the local Western Australian Advertising, Media and Marketing industry. The Campaign Brief WA website receives over 49,000 visits per month from the local Western Australian Advertising, Media and Marketing industry. Plus the free Campaign Brief Daily Newsletter goes out each day, Monday to Friday, to over 1,850 VIP subscribers at 2pm Perth time.

Campaign Brief WA is the place to reach WA industry decision makers - Ad Agency Execs, Media Buyers, Client Marketers, Media Execs and Supplier Partners.

Advertising with Campaign Brief WA is a great way to raise your company's profile and awareness.

Campaign Brief supports companies that support Campaign Brief - As an advertiser you are encouraged to submit PR releases on news, staff appointments, business wins, achievements, social gatherings, and opinion pieces. A great way to raise your profile and awareness.

There are several different and very affordable advertising banner options starting from as little as \$200 per month through to a \$950 per month package.

Contact Kaye Guthrie-Adonis to discuss your budget and what cost effective options/packages we can offer you.

If you want to make your presence felt 24/7, now is the time to consider a value for money advertising campaign on the Campaign Brief WA website.

Kaye Guthrie-Adonis
Marketing + Sales Manager
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WEB BANNER MATERIAL SPECIFICATIONS

Leaderboard banner (2 sizes required) – 1280 pixels wide x 132 pixels deep (max file size 150kb) Revolving evenly through 2 prime highly visible positions on the website.

As part of your Leaderboard package please also supply a Mobile Leaderboard banner version – 320 pixels wide x 50 pixels deep (max file size 80kb). This is for optimised viewing on mobile devices.

MREC (Medium Rectangle) Banner – 300 pixels wide x 250 pixels deep (max file size 150kb) Revolving through prime highly visible positions on the website.

Square Gold Button banner – 140pixels x 140pixels (max file size 80kb) Revolving through prime highly visible positions on the website. Button Banners are great for a constant all year round profile/visibility.

The screenshot displays the Campaign Brief WA website interface. At the top, the 'Campaign Brief' logo is prominent. Below it, a navigation bar includes links for 'THE DIRECTORY', 'ABOUT US', 'CONTACT US', 'JOBS', 'BROWSE', 'PUBLISHER & AD', 'MEDIA', and 'HOME'. A large pink banner at the top reads 'LEADERBOARD BANNER'. The main content area features several news articles with accompanying photos and headlines, such as 'JODIE TRAYNOR JOINS OMD IN NEWLY CREATED HEAD OF TRADING ROLE' and 'TOP JOBS: THIS WEEK'S EMPLOYMENT OPPORTUNITIES'. On the right side, there are multiple 'GOLD MREC BANNER' and 'GOLD BUTTON BANNER' advertisements, along with a 'GET THE CB DAILY BULLETIN' section. At the bottom, another pink banner reads 'LEADERBOARD BANNER', followed by more news articles and 'SILVER MREC BANNER' and 'SILVER BUTTON BANNER' advertisements.

DAILY EMAIL NEWSLETTER TAKEOVER PACKAGE.

An important part of the Campaign Brief promotional offering is our **Daily Email Newsletter Takeover Package**.

The free Campaign Brief Daily Email Newsletter goes out each day, Monday-Friday, to over 1,850 VIP subscribers at 2pm Perth time. Our subscribers are WA industry decision makers - Ad Agency Execs, Media Buyers, Client Marketers, Media Execs and Supplier Partners.

The Campaign Brief Daily Email Newsletter Takeover is a quick and noticeable way to get important news out:

- Promote a recent Survey/Circulation result.
- Promote a new program launch
- Promote your new company launch.
- Promote a new sales offer.
- Promote a new award win.
- Raise your company profile and awareness.

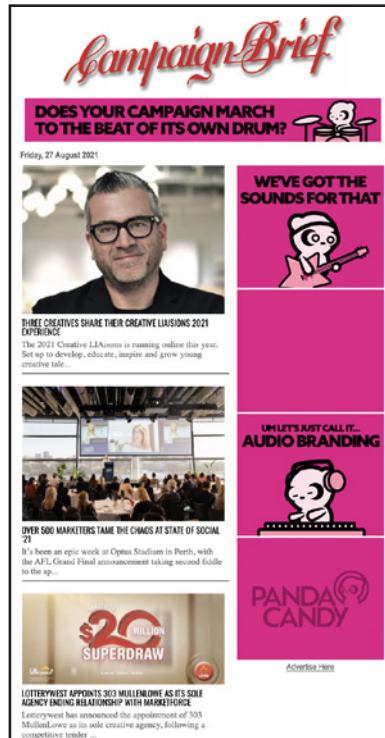
The **ONE WEEK** package is solus advertiser and includes all 5 banner ads: 1 Leaderboard and 4 MREC banners (See examples on this page).

The response to our Daily Email Newsletter Takeovers has been amazing with all remaining weeks in 2021 now fully booked. Bookings for 2022 are now open.

Campaign Brief supports companies that support Campaign Brief - As an advertiser you are encouraged to submit news releases to us - a great way to raise your profile and awareness.

Contact Kaye Guthrie-Adonis to discuss the Daily Email Newsletter Takeover package.

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EMAIL BANNER MATERIAL SPECIFICATIONS

Daily Email Leaderboard banners (2 sizes required) - 728pixels wide x 90pixels deep (max file size 40kb - supply in GIF or JPG format).

As part of your Leaderboard package please also supply a Mobile Leadboard banner for the Daily Email - 320pixels wide x 50pixels deep (max file size 40kb - supply in GIF or JPG format). This banner is for viewing on mobile devices.

MREC (Medium Rectangle) Banners - 300pixels wide x 250pixels deep (max file size 40kb - supply in GIF or JPG format). The Domination Package involves the use of 4 MRECs - these can be the same material, or you can have 4 different MRECs with different messages.

